



txtconnect

GETTING STARTED GUIDE

GETTING STARTED WITH TXTCONNECT

Welcome to TxtConnect and our exciting TextController 5.0 platform. With this online service you will easily be able to manage all functions of your account. This "Getting Started" section will quickly go over the various terminologies and will familiarize you with basics of the service. More detailed information about each of the campaign options and special features can be found throughout the manual.

TxtConnect is NOT just your text service, but your marketing partners as well. We are here to help you with ideas and ways to make our service work for your business. Please do not hesitate to contact us with questions about best practices, marketing ideas, etc.

IMPORTANT NUMBERS & INFORMATION:

SALES AND MARKETING: 1.800.360.2591
SUPPORT: 1.800.360.2591
FAX: 212.656.1899
SUPPORT EMAIL: support@mytxtconnect.com

PAYPROTEXT SUPPORT HOURS:

Monday through Friday: 9:00 AM EST to 4:00 PM EST

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GETTING STARTED:

Terminology

If you are new to text marketing, a decent amount of terminology is used in the industry with which you should become familiar so that it will be easier for you to navigate and use our platform. If you currently text, then some of this may just be a quick review. Knowing and understanding the following terms will also make it easier to communicate any questions or concerns with TxtConnect Support.

TERM

TextController	TextController is the platform you will use to send messages, create new campaigns, update existing campaigns, create widgets for your website and much more. This manual will walk you through how to use this system.
Keyword	A keyword is what your customers use to join your text list.
Shortcode	A short code is a 5 or 6-digit number to which you customers text your keyword

EXAMPLE: TEXT PIZZA to 74455
 ▼ ▼
 Keyword Shortcode

Campaign	A campaign is nothing more than an ongoing or one-time event. An example of this would be sending a text message to your customers, creating a Text to Win event, or an Auto Responder.
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TYPES OF CAMPAIGNS:

Auto Responder - When a customer texts your keyword to our shortcode, a message is sent back, and they are added to your list.

Broadcast - Used to send a message to your customer base.

Text to Win - This type of campaign is used to build your list via a contest. Customers can text a keyword to our shortcode to participate. You can determine from multiple options how the winner is chosen. Those options will be discussed at length in the Text to Win section of this manual.

TERM

TYPES OF CAMPAIGNS (CONTINUED):

Text to Trivia - Same as the Text to Win campaign, however, you can instead have a trivia question they must answer correctly to win.

Text to Vote (POLL) - Used when you want to run a poll and generate the results. An example would be text vote to 74455 and choose your favorite food. Results can be immediately sent back to customer or viewed later.

Data Collection - Used to gather information from a customer. An example would be if you want a customer to text BAR to 74455 and have the message come back and say "Welcome to Our Place, please reply with your first name." All the information entered will be stored under the member contact.

MT	A text message that has been received by your customer that was sent from our system. (Outbound Message)
MO	A text message that was sent into our system from your customer. (Inbound Message)
NL	NL stands for Network Lookup. When manually adding a customer, you must perform a network lookup so the system can determine the validity of the number and its carrier code. Your standard charge is assessed for each lookup. Customers who opt in via your keyword are not charged.
Broadcast	Used to define when you send a message to your customers
List	A list is a group of numbers; you may have multiple lists
Members	Members are contained within your list. Members can be updated to include address, date of birth and custom fields.
Wed Widget	A web widget allows customers to join your list through your website. Our system has a complete widget creation tool.

LOGIN TO YOUR NEW TEXT SYSTEM:

Login to your new TextController system at the following address:

<http://login.textplicity.com>

YOUR USERNAME:

YOUR PASSWORD:



Please login with your username and password.
For support contact support@mytxtconnect.com



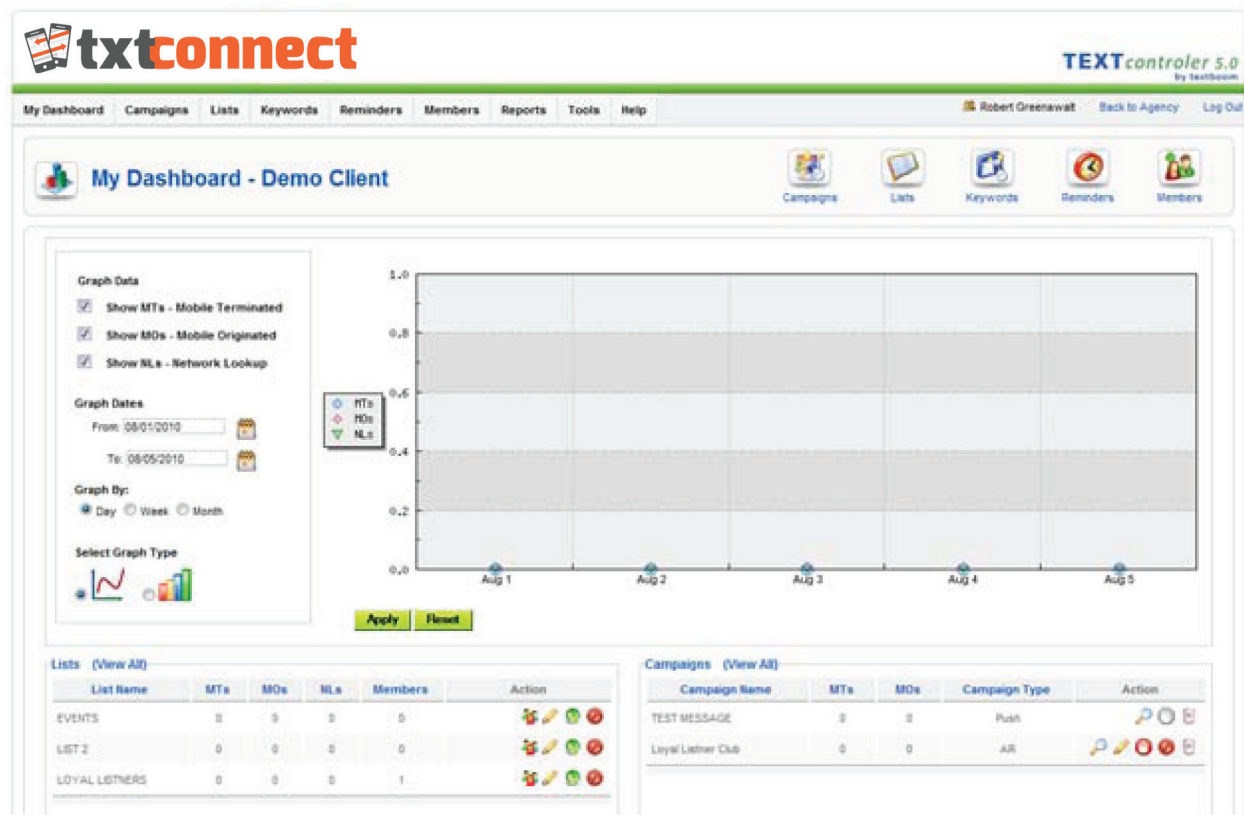
Username

Password

Remember Me? ☐

[Forgot Password?](#) [Contact Us](#)

MAIN DASHBOARD VIEW:



Your main dashboard view gives you an overall summary of your account activity. You can see all of your lists, campaigns that are currently running, pending campaigns, and activity on your account.

FIRST STEPS:

REVIEW WHAT HAS BEEN SET UP FOR YOU:

From your main dashboard under lists and campaigns you should see each of the following:

Your account should have:

1. A VIP SERVICE CAMPAIGN:

This is the main service that allows your customers to text your keyword to 74455 and join your VIP list.

YOUR ASSIGNED KEYWORD:

SHORT CODE ASSIGNED TO YOU:

YOUR MAIN VIP SERVICE:

CUSTOMERS MAY JOIN YOUR LIST BY TEXTING: to **74455**

If, after testing this with your phone, you do not get a reply or receive an error, please contact our support department so we can verify everything is routed properly. Your account has initially been set up with a Data Collection campaign so you can attempt to get their dates of birth for future reminders on their birthdays. In the next section we will show you how to change the response message.

2. A VIP LIST:

This is your main list that contains all the customers who have texted to 74455
Please allow about 15 minutes before new entries appear.



PLEASE NOTE: YOUR ACCOUNT MAY HAVE SEVERAL LISTS BASED UPON THE WAY YOU REQUESTED YOUR ACCOUNT TO BE SET UP.

UPDATE YOUR CAMPAIGN RESPONSE MESSAGE:



CLICK ON CAMPAIGNS:

My Dashboard	Campaigns	Lists	Keywords	Reminders	Members	Reports	Tools	Help
------------------------------	---------------------------	-----------------------	--------------------------	---------------------------	-------------------------	-------------------------	-----------------------	----------------------

When you click on campaigns you will see a screen very similar to what is below. Please find your Main VIP Service and click on the pencil icon to the far right:

YOUR MAIN VIP SERVICE IS CALLED:

 **CLICK ON THE PENCIL TO THE RIGHT OF YOUR MAIN VIP SERVICE:** 


Campaign Manager













Last Updated: 01/25/2011 11:01 AM (EST)

Search: Status: Select Campaign Type: From: 01/25/2011 To: 01/25/2011

☐	Campaign Name	Type	Keyword	SC	List(s)	Launch	Expire	# of MTs	# of MOs	Status	Action
☐	01/05/2011 PARTY	Broadcast	N/A	57711	Bud Vip List	01/25/2011 11:00 AM (EST)	None	0	0	Sent	 
☐	BUD VIP LIST	DC1	BUD	57711	Bud Vip List	01/25/2011 10:57 AM (EST)	None	0	0	Running	 
☐	Guitar Giveaway	T2W-X	rock	57711	Tap Room VIP List	08/30/2010 12:00 PM (EDT)	None	0	0	Running	  
☐	Vegas Trip	T2W-R	BUD	57711	Tap Room VIP List	08/25/2010 11:18 PM (EDT)	None	2	1	Expired	  
☐	TEST MESSAGE	Broadcast	N/A	57711	LOYAL LISTNERS	06/14/2010 11:56 AM (EDT)	None	2	0	Deleted	
☐	Loyal Listner Club	AR	1059	57711	LOYAL LISTNERS	06/14/2010 11:42 AM (EDT)	None	2	2	Deleted	

Display # 50
Total Records: 6

You will see the first screen in the edit process. There is nothing to change on this screen unless you wish to add some additional notes:

1. Campaign
2. Message
3. Destination List
4. Launch & Expiration

Keyword: BUD
Shortcode: 57711
Pricing Package: BASE250

Campaign Name:

Campaign Notes:

 **CLICK NEXT**

This screen allows you to change the message being sent back to your customers and asks them for their birthday. You may make any changes to the wording on this screen that you desire. Please note that you are limited to 160 characters.



HINT:

Many clients find that inserting an offer initially helps. An example would be:
Thanks for joining, please show this text for 20% off your dinner tonight.

1. Campaign
2. Message
3. Destination List
4. Launch & Expiration

Message: 156/160 chars.

Expected Answer:

Response:

☒ **Thank You Message:** 45/160 chars.

☐ **Dynamic Response:**

If answer is:

then: ☒ Send Message ☐ Run Campaign

0/160 chars.

[Add](#) | [Clear](#)

Otherwise... ☒ Send Message ☐ Run Campaign

0/160 chars.

☐ **No Response:**

This is the initial message your customers get when they text your keyword to our shortcode.

If your customers replies with their birthdayd they will be sent this message.

These options are for more advanced campaigns. We suggest that you do not use them and allow us to set them up for you.

Previous
Next

Make any changes to the messages you would like here and then:



The next screen shows you your current list that all numbers are being added to.

1. Campaign 2. Message 3. Destination List 4. Launch & Expiration

Destination List: [Create New List](#)

Destination List Select:

Available

LOYAL LISTENERS
ROBERTNOAM
TAP ROOM VIP LIST

v

^

Selected

BUD VIP LIST

☒ Please do the following for members who already exist in:

☐ Terminate this session and don't send a message

☒ Terminate this session and send the following message

☒ Any Selected List

☐ All Selected Lists

Message: We are sorry, but you are already on our VIP list. ^

50/160 chars. v

Previous
Next

You may not edit the list that your customers are added to once a campaign has been launched. In order to add a new list or create a new list you would need to redesign the campaign. More about this can be found in the advanced documentation.

If you wish to change the message to existing customers you may do so on this screen.

Make any changes to the message you would like here and then:

 **CLICK NEXT**

1. Campaign 2. Message 3. Destination List 4. Launch & Expiration

Launch Date: 01/25/2011 10:57:29 AM (Eastern Time (US & Canada) (GMT-05:00))

Expiration Date: ☒ None

☐ Date 

HH 00

MM 00

AM

Previous
Update

This final screen allows you to put an expiration date on your campaign. You will not want to do this because it will stop the campaign.  **CLICK UPDATE TO FINISH EDITING YOUR CAMPAIGN**

Congratulations, you have updated your campaign response message and have reviewed the way we have set up the account.

MARKET THE NEW SERVICE:

Now that we have set up your campaign, and your customers can text in to join your list, we must make sure that your customers know about your new service.

MARKETING IDEAS:



- ① Get your wait staff and employees on board. Tell them to mention to customers about your new service and make sure they know to tell the customer to text your keyword to 74455.
- ② Offer a giveaway with all new customers that sign up. An example would be to 20% off your check when you join our VIP list.
- ③ Start your contest using a Text to Win event and have a large prize giveaway or possibly set up an every X person wins event. Text to Win event documentation is included in your package. If you need assistance with this please contact our support, and we will arrange everything for you.
- ④ Make sure the included postcards are placed in table tents throughout your location.
- ⑤ Include the information to join up on ALL your marketing material including menus, radio spots, and print advertisements.
- ⑥ Create customer comment forms that ask for their name, phone number, birthday, and address. This information can manually be entered into our system.

SETTING UP YOUR REMINDERS AND BIRTHDAY CLUB:

The reminders and birthday club allow you to set up automatic reminders to your customers that will send a message to your customers every X amount of days after they sign up for your VIP list, or send alerts on their birthday.

REMINDER TYPES:

List Reminder

The list reminder will send an alert to your customer every X number of days after joining your list. For example, if you wanted to send your customers messages 15, 30, and 45 days after they sign up you can easily do this with a reminder.

EXAMPLE:

A customer signs up and, you want to reward him if he stays on your list for 30 days. You can set up an alert that will be sent 30 days after any new sign up and, it will send the alert of your choice at the exact time you choose.

Reasons to use the reminders could be a 30-day reward for being on your list. You may set up as many reminders as you want on your account. [Please use caution, as a reminder. Sending too many will cause your customers to get upset.] In addition to reminders, you can also set up a birthday alert that will automatically send an alert to your customer on his birthday with a special promotion.

Birthday Reminder

The birthday reminder will automatically send an alert to your customers on their birthday at a time that you specify. The birthday information is generally gathered from your website widget (see creating a web widget) or from joining your service and getting their birthday greetings via text.

EXAMPLE:

Happy birthday from the Tap Lounge. Show this text today and receive a free appetizer. Valid ID is required.

By far, one of the greatest tools is our Birthday Reminder system. It tells your customers you are thinking of them, and it's 100% hands-off. All you ever need to do is set up the message one time, and the rest is 100% automated.

GETTING STARTED WITH YOUR REMINDERS:

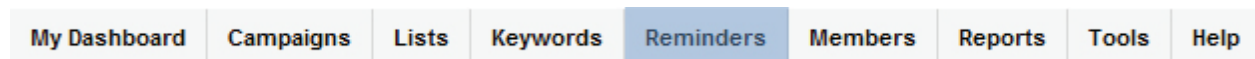
There are only a few things you need to do when setting up a list reminder or birthday reminder:

1. Give your reminder a name.

2. Create a message for the reminder.
3. If it's a list reminder choose how many days after signup you want it sent.
4. Choose a time for delivery.

The following pages will assist you in setting up list reminders and birthday reminders

 **CLICK ON REMINDERS:**



The reminders screen will appear as shown below. If you have existing reminders setup you will see them all listed right away. You will notice on the top right two icons. (List Reminder & Birthday Reminder)

CREATING AND EDITING A LIST REMINDER:

LIST REMINDERS | BIRTHDAY REMINDERS


 List Reminder


 Birthday Reminder


 Enable


 Disable


 Delete


Reminder Manager

Search: Status: Select Select Type:

☒ From: 08/12/2010 To: 08/12/2010

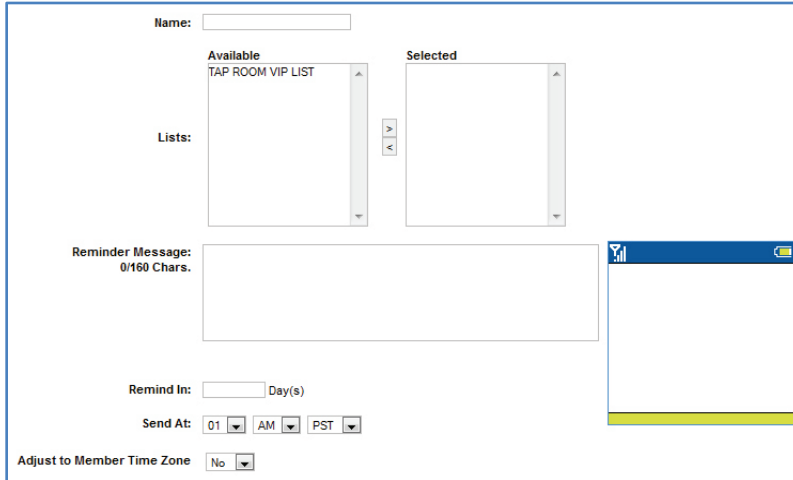
Go
Reset

#	Name	To	Reminder Type	Remind In	Send At	Adjust Time Zone	Shortcode	# of MTs	Message	Status	Action
1	REMINER	LOYAL LISTNERS	List Reminder	10 Days	1 PM (EST)	No	57711	0	STOP BY AND GET YOUR FREE T-shirt	Enabled	 
2	BIRTHDAY	LOYAL LISTNERS	Birthday Reminder	0 Day	1 PM (EST)	No		0	HAPPY BIRTHDAY FROM 105.9	Enabled	 

Display # 50
 Total Records: 2

 **CLICK ON LIST REMINDER:**

The list reminder setup screen will appear



The screenshot shows a web interface for setting a reminder. It includes a 'Name' field, 'Available' and 'Selected' list boxes (with 'TAP ROOM VIP LIST' in the available list), a 'Reminder Message' text area (0/160 Chars.), a 'Remind In' field (Day(s)), a 'Send At' field (01 AM PST), and an 'Adjust to Member Time Zone' checkbox (No).

REMINDER QUICK HOW TO

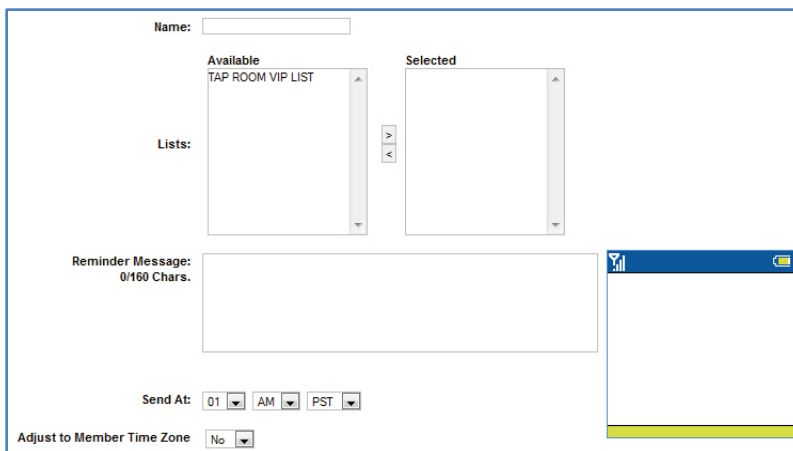
1. Give your reminder a name
2. Choose the list or lists to include
3. Enter message to be sent
4. Set number of days
5. Set the time

Once you have completed the REMINDER QUICK HOW-TO STEPS  **click on save**, and your reminder is now set. To edit your reminder simply click on the .

CREATING AND EDITING A BIRTHDAY REMINDER:

 **CLICK ON BIRTHDAY REMINDER:**

The birthday reminder setup screen will appear.



The screenshot shows a web interface for setting a birthday reminder. It includes a 'Name' field, 'Available' and 'Selected' list boxes (with 'TAP ROOM VIP LIST' in the available list), a 'Reminder Message' text area (0/160 Chars.), a 'Send At' field (01 AM PST), and an 'Adjust to Member Time Zone' checkbox (No).

BIRTHDAY REMINDER QUICK HOW TO

1. Give your reminder a name.
2. Choose the list or lists to include.
3. Enter birthday message.
5. Set the time.

Once you have completed the BIRTHDAY REMINDER QUICK HOW-TO STEPS  **click on save**, and your birthday reminder is now set. To edit your birthday reminder simply click on the .

You may choose to edit, suspend, or delete your reminders at any time by clicking on the appropriate icon next to the keyword.

	By clicking on pencil you may edit the Reminder
	By clicking on the circle you can disable / suspend the Reminder
	By clicking on this icon you will delete the Reminder.

YOUR REMINDER HAS NOW BEEN SET UP

TEXT TO WIN:

My Dashboard	Campaigns	Lists	Keywords	Reminders	Members	Reports	Tools	Help
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What is Text To Win ?

Text to Win is a service that allows you to create contests and offer prize giveaways. While doing this, you are also building your main list for future promotions.

TEXT TO WIN TYPES:

Text to Win; Every X Wins

This version of the Text to Win allows you to choose and set up the following:

- How often there will be a winner:
Example: Every 5th person who texts to your service could win.
- Maximum numbers of winners
- Maximum number of entries per person
- Your winning messages
- Too many entries message
- Maximum number of winners reached message
- Choose to which lists all entries will be added
- Choose if you wish to be notified via email each time there is a winner

EXAMPLE:

You have 10 trips to Las Vegas you want to give away and want every 50th person who joins your service to win a trip.

This type of Text to Win is excellent when you have multiple or single prizes. Since the winning numbers are chosen by you, the contest will run until all prizes have been won.

Text to Win; Random

Just like the Text to Win; Every X Wins the Text to Win; Random allows you to fully configure the contest; however, in this version the campaign winner will be chosen in one of three ways you define:

- A Set Expiration Date
- Once a Certain Number of People Have Joined
- Manager or Campaign Administrator Ends it Manually

EXAMPLE:

Using the same example as the Vegas Vacation example only this time the contest ends at a set date and time.

Text to Win if used properly is a fantastic way to rapidly build your VIP list. This feature also allows you to create an interactive environment for your customers.

GETTING STARTED WITH TEXT TO WIN:

Before starting your Text to Win event be sure you know and have the following:

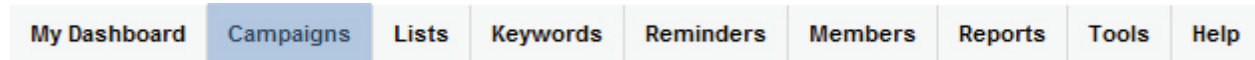
1. A prize that your customers will want to win
2. Determine if every X person wins or base it on time
3. Determine how many times a person can try to win (each response is a text)
4. Make sure you have created your keyword (SEE CREATING A KEYWORD SECTION)

THE 4 STEPS IN EVERY TEXT TO WIN CAMPAIGN:

1. Choose the campaign keyword and name your campaign
2. Set the variables for your campaign
3. Determine which list or lists you want all the entries to go into
4. Choose a launch date

The following pages will assist you in setting up your text to win event.

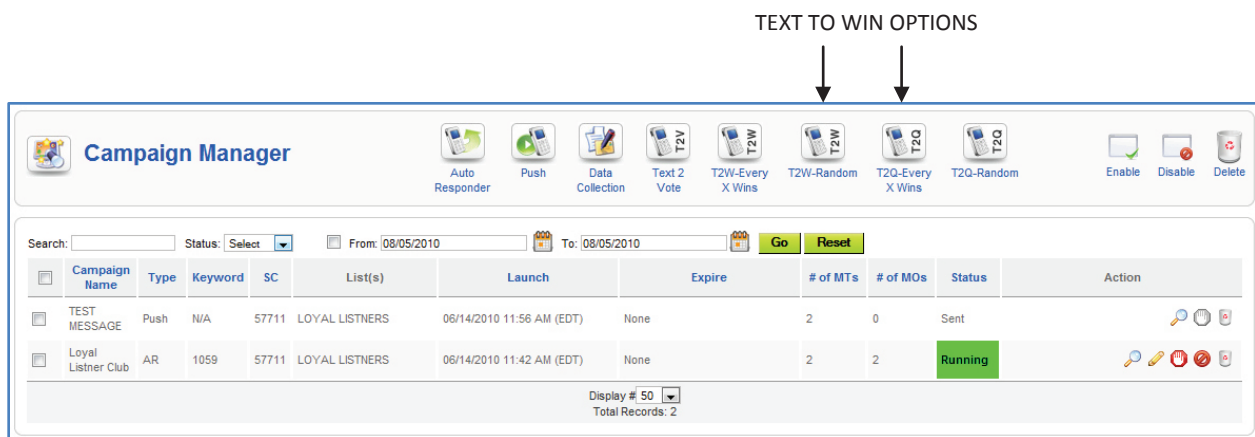
 **CLICK ON CAMPAIGNS:**



The Campaign Manager screen will appear as shown below. If you have existing campaigns set up you will see them all listed right away. You will notice on the top right the two text to win icons.

CREATING AND EDITING TEXT TO EVERY X WINS:

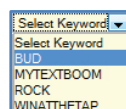
TEXT TO WIN OPTIONS



 **CLICK ON THE TEXT TO EVER X WINS ICON:** 

STEP 1: CHOOSE KEYWORD AND NAME

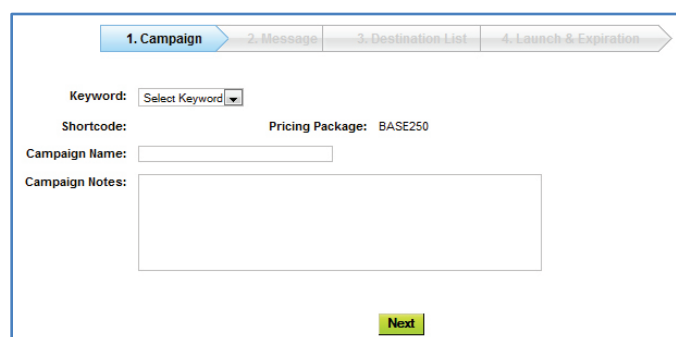
1. Choose the keyword you want to use for this Text to Win Campaign from the drop down box. If you have not yet registered one please see the section Managing Your Keywords.



2. Give your campaign a name, such as "free gift card".

3. Add any additional notes for your personal reference.

4.  **Click NEXT**



STEP 2: SETUP YOUR CAMPAIGN

1. Enter when there will be a winner; for example every 10th person who texts will win.
2. Enter the maximum number of winners.
3. Enter the maximum entries by same person.
SUGGESTION: ONLY ONE PER PERSON
4. Enter your winning message.
5. Enter your non-winning message.
6. Enter the message to be sent out when your customer tries to enter again.

7. Enter the message to be sent once the maximum number of prizes (as in step 1) has been reached.

8. If you wish to be notified via email each time a winner is picked please click on the email and the arrow to move it to selected.

9.  **Click NEXT**

A preview of your campaign is shown as you enter your settings...

1. Campaign
2. Message
3. Destination List
4. Launch & Expiration

Every Wins

Max # of Winners:

Max Entries Allowed By Same Participant:

Winner Message:

Non Winner Message:

Too Many Entries Message:

Max # of Winners reached message:

Send Winner(s) to the email of:

Available

TEXTBOOMDEMO (rob@tex

Selected

Previous
Next

Preview Campaign

Jane Sent

"BUD " To "57711"

If Too Many Attempts

System Response

Sorry, only one entry per person.

If Winner

System Response

Congratulations, you have won the Bud Inflatable Chair. Please show this text to claim your prize.

If Non-Winner

System Response

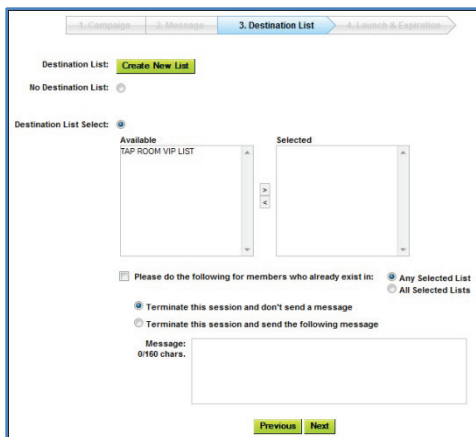
Sorry, you are not a winner.

If Max Winners Reached

System Response

Sorry, all winners have been picked.

STEP 3: SELECT WHERE TO PLACE ENTRIES



1. Choose the destination list for all your entries or simply choose no destination list.

PLEASE NOTE: By choosing no list all numbers that enter your contest will not be saved.

 Double click any available list to move it to the selected side. You may choose multiple lists as well.

If you do not have a list already created or wish to create a new one immediately, simply click Create New List.

2. If you want existing users who are already on a particular list to get a message letting them know this, click on the box that says "Please do the following for members who already exist in:"

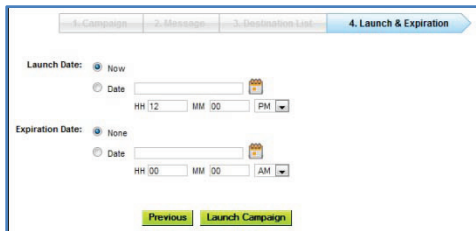
Choose the lists for which to check for existing users.

Choose if you just want to end the session without a message, or end session with a message. If you choose to send a message be sure to enter the message.

3.  **Click NEXT**

PLEASE NOTE: Outbound messages do count as an outbound text.

STEP 4: START YOUR CAMPAIGN

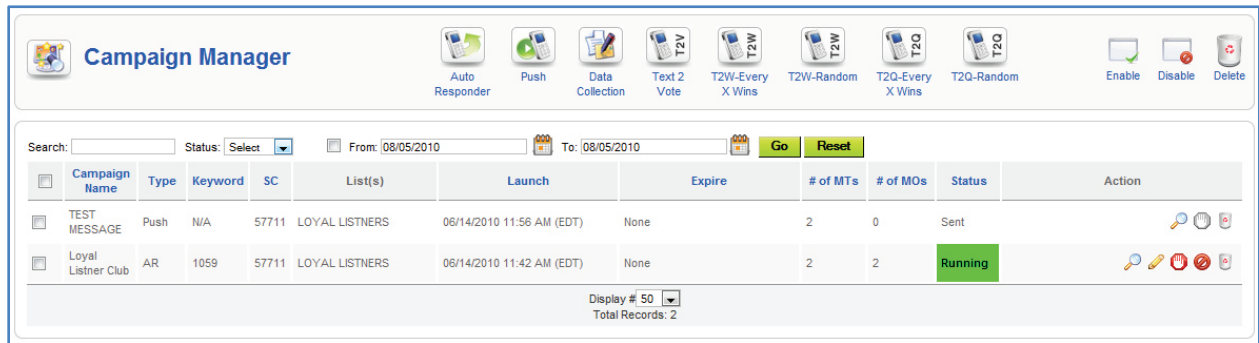


1. Choose if you wish to start this campaign now or at a particular date.

2. Choose when you want to expire this campaign (campaign will stop working), or you can choose no expiration date. Please note once the prizes are gone you will need to replenish the number available.

3.  **Click LAUNCH CAMPAIGN**

CREATING AND EDITING TEXT TO WIN RANDOM:



Campaign Manager

Auto Responder Push Data Collection Text 2 Vote T2W T2W-Every X Wins T2W-Random T2Q T2Q-Every X Wins T2Q-Random Enable Disable Delete

Search: Status: From: 08/05/2010 To: 08/05/2010

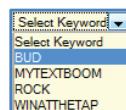
☐	Campaign Name	Type	Keyword	SC	List(s)	Launch	Expire	# of MTs	# of MOs	Status	Action
☐	TEST MESSAGE	Push	N/A	57711	LOYAL LISTNERS	06/14/2010 11:56 AM (EDT)	None	2	0	Sent	
☐	Loyal Listener Club	AR	1059	57711	LOYAL LISTNERS	06/14/2010 11:42 AM (EDT)	None	2	2	Running	

Display # 50
Total Records: 2

 **CLICK ON THE TEXT TO WIN RANDOM ICON:** 

STEP 1: CHOOSE KEYWORD AND NAME

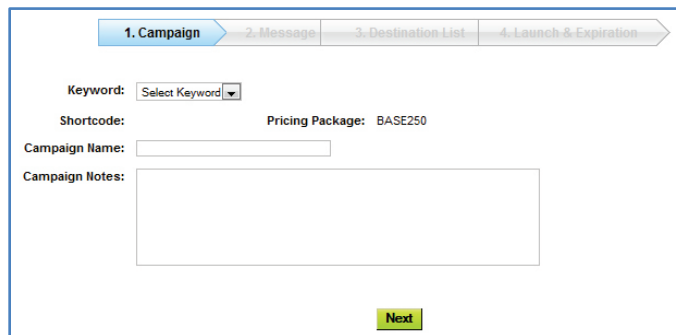
1. Choose the keyword you want to use for this Text to Win Campaign from the drop down box. If you have not yet registered one please see the section **"Managing Your Keywords"**.



2. Give your campaign a name, like "free gift card".

3. Add any additional notes for your personal reference.

4.  **Click NEXT**



1. Campaign 2. Message 3. Destination List 4. Launch & Expiration

Keyword:

Shortcode: Pricing Package: BASE250

Campaign Name:

Campaign Notes:

STEP 2: SETUP YOUR CAMPAIGN

1. Enter the initial response after they enter.
2. Choose when to stop accepting entries.
3. Set maximum number of winners.
4. Set the maximum entries allowed per person.
SUGGESTION: ONLY ONE PER PERSON
5. If you chose multiple to the above, can the same person win more than once.
6. Enter the winning messages that will be sent once the winner has been picked.
7. Enter the non-winning message that will be sent to all participants at the end.

7. Enter the message to be sent once if they try to enter more than once.

8. Enter the max participants message.

8. If you wish to be notified via email each time a winner is picked please click on the email and the arrow to move it to selected.

9.  Click NEXT

A preview of your campaign is shown as you enter your settings...

1. Campaign
2. Message
3. Destination List
4. Launch & Expiration

Response After Participant Entry: 88/160 chars.

You have been entered into our Vegas Vacation Giveaway. Winner will be announced by text.

Select when to stop accepting participants:

☐ Campaign Expiration
☐ Max number of participants 100
☒ Campaign Manager request

Max # of Winners: 1

Max Entries Allowed By Same Participant: 1

Can the same number win more than one time?: ☐ Yes ☒ No

Winner Message: 138/160 chars.

CONGRATULATIONS !!! YOU ARE THE WINNER OF A 5 DAY AND 4 NIGHT VACATION TO VEGAS. PLEASE SHOW THIS TEXT TO THE MANAGER. PROPER ID REQUIRED.

Non Winner Message: 56/160 chars.

SORRY, YOU DID NOT WIN THE TAP CLUB VEGAS TRIP GIVEAWAY.

Too Many Entries Message: 25/160 chars.

ONLY ONE ENTRY PER PERSON

Max # of participants reached message: 58/160 chars.

SORRY, BUT THE MAXIMUM NUMBER OF ENTRIES HAS BEEN REACHED.

Send Winner(s) to the email of:

Available: TEXTBOOMDEMO (rob@teb...)

Selected:

Previous Next

Preview Campaign

Jane Sent

"BUD " To "57711"

Response After Participant Entry

System Response

You have been entered into our Vegas Vacation Giveaway. Winner will be announced by text.

If Too Many Attempts

System Response

ONLY ONE ENTRY PER PERSON

If Winner

System Response

CONGRATULATIONS !!! YOU ARE THE WINNER OF A 5 DAY AND 4 NIGHT VACATION TO VEGAS. PLEASE SHOW THIS TEXT TO THE MANAGER. PROPER ID REQUIRED.

If Non-Winner

System Response

SORRY, YOU DID NOT WIN THE TAP CLUB VEGAS TRIP GIVEAWAY.

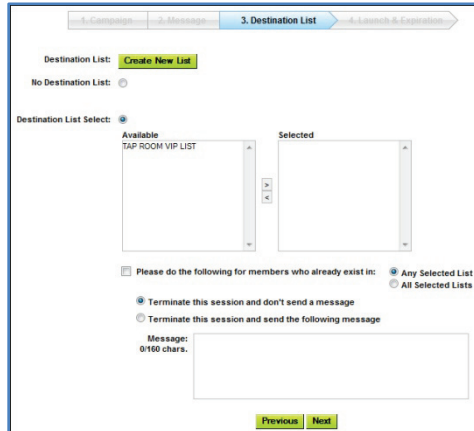
If Max Participants Reached

System Response

SORRY, BUT THE MAXIMUM NUMBER OF ENTRIES HAS BEEN REACHED.

The Non Winner is NOT required. We recommend NOT using it in a Text To Win Random. At the end all non-winners will be sent a message which counts as an outgoing message.

STEP 3: SELECT WHERE TO PLACE ENTRIES



1. Choose the destination list for all your entries or simply choose no destination list.

PLEASE NOTE: By choosing no list, no numbers that enter your contest will be saved.

 Double click any available list to move it to the selected side. You may choose multiple lists as well.

If you do not have a list already created or wish to create a new one immediately, simply click On Create New List.

2. If you want existing users who are already on a particular list to get this message click on the box that says "Please do the following for members who already exist in:"

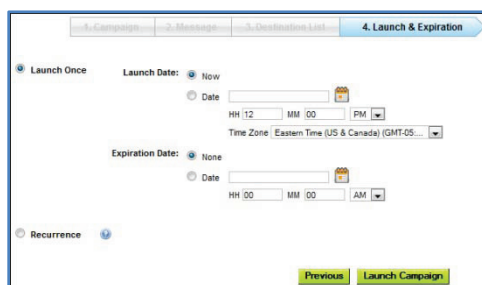
Choose the lists for which to check for existing users.

Choose if you just want to end the session and don't send a message or end session and send a message. If you choose send a message be sure to enter the message.

3.  **Click NEXT**

PLEASE NOTE: Outbound messages do count as an outbound text.

STEP 4: START YOUR CAMPAIGN



1. Choose to start this campaign now, at a particular date, or as a recurring event.

2. Choose when you want to expire this campaign (campaign will stop working), or you can choose no expiration date. Please note once the prizes are gone you will need to replenish the number available.

3.  **Click LAUNCH CAMPAIGN**



Our system allows you to create recurring campaigns. This means that if you wish for this particular contest to repeat every day, once a week, certain days of the week or once a month you may click the recurrence button and setup when it will take place.



PLEASE NOTE: WHEN DOING A TEXT TO RANDOM, THE WINNER WILL BE PICKED BY THE SYSTEM AND, A TEXT WILL BE SENT WITHIN 5 MINUTES OF THE CONTEST ENDING. NO USER INTERACTION IS REQUIRED. TO VIEW WINNER  CLICK ON CAMPAIGNS IN THE MENU BAR, AND THEN  CLICK  TROPHY ICON NEXT TO THE CAMPAIGN.

CREATING AND EDITING YOUR TEXT TO WIN CAMPAIGNS

When you have completed the setup of any Text to Win campaign you may click on campaigns and perform the following actions:

	By clicking on pencil you may edit the Text to Win Campaign
	By clicking on the circle you can disable / suspend the Text to Win Campaign
	By clicking on this icon you will delete the Text to Win Campaign
	By clicking on this icon it will expire the campaign, and if you have a Text to Win; Random running it will then pick a winner. This is used when you choose Campaign Manager Request option under Text to Win Random.
	By clicking this icon it will show you all the winners
	By clicking on this icon it will show you everything that is going on in the campaign along with all the responses.

For more information about campaigns and the different statuses please see the section entitled "Campaigns In General." This area will give you a breakdown of the type of campaigns, their codes, different status messages, and more.

YOUR TEXT TO WIN HAS NOW BEEN SET UP

SENDING A TEXT / BROADCAST MANAGER

Sending a text is the main feature you will use in the system. When you send a text or use the broadcast manager you are notifying your customers of an event, special, or simply sending an alert. Our system easily allows you to send to multiple lists, set a certain number to be sent, filter by different criteria, or send random texts.

Text Controller works with Facebook and Twitter:  

IMPORTANT FACTS

Now that you have this technology it's very easy to send out messages and sometimes go overboard with sending. Please be sure to follow these simple rules when sending a text:

1. DO NOT OVER DO IT

Sending too many text messages WILL cause you to lose customers and have them leave your list. Our recommendation is to never send more than 2 messages per week to your customers.

2. MAKE IT MEANINGFUL

Just like sending too many messages, if you send messages that are nonsense and provide no value, your customers will stop reading them and opt out of your list. Make sure the messages offer real value to your customers. Most importantly, include your name in the message.

GOOD MESSAGE:

VIP alert from The Blarney, tonight live on stage the sting starting at 7. Show this text with your friend and you get in free. \$1.50 domestic bottles till 11.

BAD MESSAGE:

VIP ALERT, tonight live on stage the sting. Pam is working the bar, come out and have fun. Drink special all night.

3. ALLOW THEM TO BE REMOVED

You MUST make sure that in every few messages you include "TO BE REMOVED REPLY STOP." This will allow your customer to be taken off your list. This is mandated in the industry.

BROADCAST TYPES:

Send To All

When sending to all, you may choose multiple lists from the selection and have the system send out the text to everyone in all the lists.

Send to Select Lists

When sending to select lists, you may choose exactly what lists you wish to contract. For example, if you had an over 21 list, under 21 list, restaurant list, and an event list, you can choose to send to only the over 21 and event list.

Count Number Limited Send

This option may be used with either the “send to all” or “send to select.” This option simply allows you to choose how many random people will be selected and sent a text. If you had a list that contained 2500 people but only want to send the text to 500, you can do this by using this function.

Filtered Send

This feature allows you to use specific information that may have been collected to send a text. For example, if you only want to send a text to customers who have a birthday in the month of May or customers who are in a particular zip code, use the Filtered Send function.

SENDING YOUR MESSAGE:

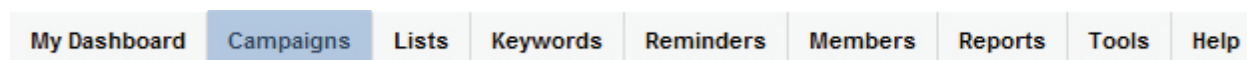
Before you send your message, make sure:

1. You have reviewed the IMPORTANT FACTS ABOVE.
2. Your message is under 160 characters including spaces.
3. This message is posted to your Facebook and Twitter account if you wish.

The following pages will assist you in sending your message



CLICK ON CAMPAIGNS:



CLICK ON BROADCAST ICON:



STEP 1: CHOOSE A NAME FOR THIS MESSAGE

The following screen will appear. Give your message a name, which will only be displayed on your system; and your customers will not see it. Think of it as reference card regarding the message content. You may optionally include some notes as well.

1. Campaign 2. Message 3. Destination List 4. Launch & Expiration

Shortcode: 57711 Pricing Package: BASE250

Campaign Name: 01/05/2011 PARTY

Campaign Notes:

Next

Click NEXT

STEP 2: TYPE YOUR MESSAGE

Type the message you wish to send out to your customers. After typing your message you may choose to have the system update your Facebook page and send a tweet to your Twitter account.

1. Campaign 2. Message 3. Destination List 4. Launch & Expiration

Message: Tonights at The Bud enjoy \$2.60 miller lights bottles. Live music starting at 10:00 PM. Show this text and get in for free. 121/160 chars.

Note: Message send to Twitter can not be more than 140 characters long

☐ Allow field tags when sending to Social Networks

☒ Automatically truncate the message send to Twitter to 140 characters

Send this message to my default Facebook account: ☐ Yes ☒ No

Send this message to my default Twitter account: ☐ Yes ☒ No

Previous Next

Click NEXT

STEP 3: CHOOSE THE LIST(S) TO SEND TO

Now you must choose which list(s) you wish to have your message sent to. You may choose multiple lists by double clicking on the available side.

1. Campaign 2. Message 3. Destination List 4. Launch & Expiration

Destination List Select:

Available	Selected
LOYAL LISTENERS (0)	BUD VIP LIST (0)
ROBERTNOAM (0)	
TAP ROOM VIP LIST (1)	

Send to All: ☒

Limit To:

Filter:

By default send to all is chosen, if you wish to send to only a certain number of people on your list you may click limit to and enter your number. Filter allows you to send based on particular criteria.

Previous Next

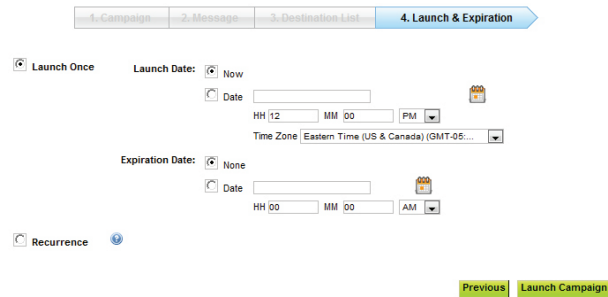
 Click NEXT

STEP 4: CHOOSE WHEN TO SEND YOUR MESSAGE

Everything is ready to be sent. All you need to do is decide when to send your message. By default “launch once and send now” is clicked. You may choose DATE and have the system send it at a later date and time.

EXPIRATION DATE IS NOT REQUIRED FOR A BROADCAST

If you wish to have this message always go out at a particular time and day you may click Recurrence and set up a schedule.

 Click LAUNCH CAMPAIGN

YOU HAVE SUCCESSFULLY SENT A MESSAGE.